



Miranda Paster <miranda.paster@lacity.org>

Fwd: Revised State of the BID Report

6 messages

Tara Devine <tara@devine-strategies.com>

Thu, Jun 16, 2016 at 4:43 PM

To: Miranda Paster <Miranda.Paster@lacity.org>, "Aimiuwu, Imudiase" <imudiase.aimiuwu@ladwp.com>

Cc: Andrew Thomas <andrew@thewestwoodvillage.com>, Jessica Lall <jessica@southpark.la>

We presented the Report at the BID Consortium last week and it was very well received. We thanked both LADWP and the City Clerk NBID Division for all their support.

Attendees caught one typo and suggested one formatting change, but essentially the attached Report is nearly identical to the prior draft.

Attached is the final for your files.

----- Forwarded message -----

From: **Wilshire Center BID** <mike@wilshirecenter.com>

Date: Thu, Jun 16, 2016 at 4:27 PM

Subject: Revised State of the BID Report

To: Tara Devine <tara@devine-strategies.com>

Cc: Andrew Thomas <andrew@thewestwoodvillage.com>

Hi Tara,

Attached is the revised State of the BID Report. I'm so happy that the Consortium like the report, great work.

Please let me know if you need me to make any other changes.

Thank you,

Mike Russell

Wilshire Center Business Improvement Corporation (WCBIC)

mike@wilshirecenter.comwww.wilshirecenter.com[facebook.com/wilshirecenter](https://www.facebook.com/wilshirecenter)

213-487-7003

3600 Wilshire Blvd., Suite 1032

Los Angeles, CA 90010

**state-of-the-bid-report-revised.pdf**

6192K

Miranda Paster <miranda.paster@lacity.org>

Thu, Jul 7, 2016 at 12:49 PM

To: "Wolcott, Holly" <holly.wolcott@lacity.org>, "Hoppes, Shannon" <shannon.hoppes@lacity.org>

Cc: John Chavez <john.chavez@lacity.org>

Bcc: Rita Moreno <rita.moreno@lacity.org>, Rick Scott <rick.scott@lacity.org>, "Van Cise, Eugene"

<eugene.vancise@lacity.org>, "Hinkson, Rosemary" <rosemary.hinkson@lacity.org>

FYI

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Counting my blessings - Sing and be Happy Today!

http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png

 **state-of-the-bid-report-revised.pdf**
6192K

Miranda Paster <miranda.paster@lacity.org> Thu, Jul 7, 2016 at 12:52 PM
To: "Montez, Mario" <mario.montez@lacity.org>, "Rader, Dennis" <dennis.rader@lacity.org>, "Yegparian, Garen" <garen.yegparian@lacity.org>, "Gomez, Maria" <maria.v.gomez@lacity.org>, "Trevizo, Josefina" <josie.trevizo@lacity.org>
Cc: "Flores, Jose" <jose.flores@lacity.org>, "Hinkson, Rosemary" <rosemary.hinkson@lacity.org>

FYI

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Date: Thu, Jun 16, 2016 at 4:43 PM
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To: Miranda Paster <Miranda.Paster@lacity.org>, "Aimiuwu, Imudiase" <imudiase.aimiuwu@ladwp.com>
Cc: Andrew Thomas <andrew@thewestwoodvillage.com>, Jessica Lall <jessica@southpark.la>

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Cc: "Aimiuwu, Imudiase" <imudiase.aimiuwu@ladwp.com>, Andrew Thomas <andrew@thewestwoodvillage.com>, Jessica Lall <jessica@southpark.la>

Thank you Tara.

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Counting my blessings - Sing and be Happy Today!

http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png

Miranda Paster <miranda.paster@lacity.org> Thu, Aug 11, 2016 at 5:20 PM
To: Anna Hovasapian <Anna.Hovasapian@lacity.org>

fyi

----- Forwarded message -----

From: **Miranda Paster** <miranda.paster@lacity.org>
Date: Thu, Jul 7, 2016 at 12:52 PM
Subject: Fwd: Revised State of the BID Report

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Miranda Paster <miranda.paster@lacity.org> Thu, Aug 11, 2016 at 5:23 PM
To: "Hinkson, Rosemary" <rosemary.hinkson@lacity.org>

----- Forwarded message -----

From: **Miranda Paster** <miranda.paster@lacity.org>

Date: Thu, Jul 7, 2016 at 12:52 PM

Subject: Fwd: Revised State of the BID Report

To: "Montez, Mario" <mario.montez@lacity.org>, "Rader, Dennis" <dennis.rader@lacity.org>, "Yegparian, Garen" <garen.yegparian@lacity.org>, "Gomez, Maria" <maria.v.gomez@lacity.org>, "Trevizo, Josefina" <josie.trevizo@lacity.org>

Cc: "Flores, Jose" <jose.flores@lacity.org>, "Hinkson, Rosemary" <rosemary.hinkson@lacity.org>

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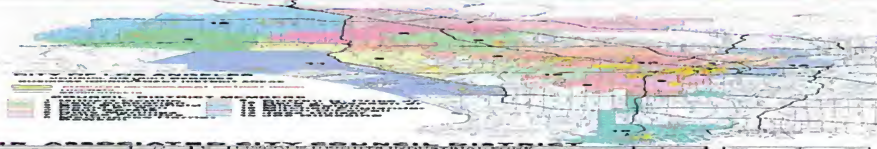
THE Los Angeles BID Consortium

Los Angeles BID Consortium provides a forum for the leaders of each of the city's diverse business improvement districts to collaborate and exchange information, ideas and resources.



Business Improvement Districts

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Area	Area	Area
Area 1	Area 2	Area 3
Area 4	Area 5	Area 6
Area 7	Area 8	Area 9
Area 10	Area 11	Area 12
Area 13	Area 14	Area 15
Area 16	Area 17	Area 18
Area 19	Area 20	Area 21
Area 22	Area 23	Area 24
Area 25	Area 26	Area 27
Area 28	Area 29	Area 30
Area 31	Area 32	Area 33
Area 34	Area 35	Area 36
Area 37	Area 38	Area 39
Area 40	Area 41	Area 42
Area 43	Area 44	Area 45
Area 46	Area 47	Area 48
Area 49	Area 50	Area 51
Area 52	Area 53	Area 54
Area 55	Area 56	Area 57
Area 58	Area 59	Area 60
Area 61	Area 62	Area 63
Area 64	Area 65	Area 66
Area 67	Area 68	Area 69
Area 70	Area 71	Area 72
Area 73	Area 74	Area 75
Area 76	Area 77	Area 78
Area 79	Area 80	Area 81
Area 82	Area 83	Area 84
Area 85	Area 86	Area 87
Area 88	Area 89	Area 90
Area 91	Area 92	Area 93
Area 94	Area 95	Area 96
Area 97	Area 98	Area 99
Area 100	Area 101	Area 102

BIDs

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MAKING LOS ANGELES COMMUNITIES CLEANER, SAFER AND MORE PROSPEROUS



State of the BIDs Report: Activities & Achievements Benefiting Los Angeles

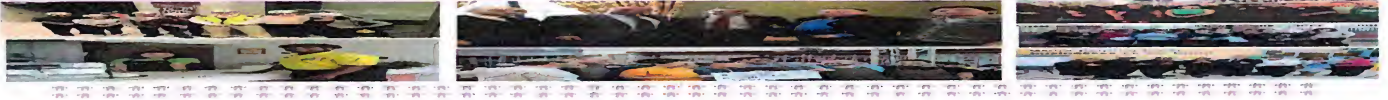


Los Angeles BID Consortium would like to thank the BIDs that completed the survey, as well as the Office of the Los Angeles City Clerk for data support and the Los Angeles Department of Water & Power for financial support.





A Business Improvement District (BID) is a geographically defined area in which property owners or merchants pay a special assessment to provide agreed-upon services, activities and programs. Assessments are charged to all stakeholders within the district, in order to distribute the proportional, special benefits received and the costs incurred for those benefits.



WHAT DOES A BID DO?



Housing + Community Investment Department

1200 W. 7th St., Suite 100

Los Angeles, CA 90017

hcidla.lacity.org





BIDs are relatively new, but exceedingly popular.

The first BID started in Canada in **1970**.

BIDs exist in all US states, most provinces of Canada, the UK, Ireland, Serbia, Albania, Germany, Netherlands, Japan, New Zealand, Australia and South Africa.

Canada: more than **400** since 1970

US: more than **1,000** since 1971

UK: more than **200** since 2005 (England) and 2008 (Scotland & Wales)

Names, laws and organizational structures vary significantly, but they consistently collect a fee or tax to pay for special services within a defined geographic area.

BID INVESTMENT IN LA

More than **450,000** contacts for services

2,200+ trash cans emptied regularly

10,000 tons of trash removed from City streets and sidewalks

32,700 contacts with homeless individuals to provide resources and encourage services

34,500 removals of graffiti, posters, stickers

3,365 trees trimmed

Merchant-based

Property-based

Smallest BID: **1 Block**

Average BID: **38 Blocks**

Largest BID: **130 Blocks**

1,090 Blocks in LA receive BID services

WHAT IS A TYPICAL BID BUDGET

- 100%** Produce a newsletter
 - 43%** Produce both print & digital versions
 - 32%** Produce a print copy only
 - 25%** Produce a digital copy only
- 89%** Produce and/or support one or more special events
- 86%** Have a website
- 61%** Produce pamphlets or guides
- 61%** Use social media platforms
- 61%** Use direct email blasts
- 54%** Engage in business attraction and/or retention
- 43%** Offer special events
- 39%** Advertise and/or work with reporters to get coverage for their areas
- 35%** Regularly offer tours of their BID

WHAT KINDS OF SOCIAL MEDIA DO BIDS USE?

LA BIDs have

followers

Trash Cans

Landscaping

Banners

Holiday décor or lighting

Public art or decor

Lighting

Sidewalk replacement or repair

Wayfinding signs or monuments

Video cameras or surveillance equipment

Other

**Kept the same
boundaries**

Expanded

(Added properties
or businesses)

Contracted
(Removed properties
or businesses)

Have not yet renewed
(Still within their first term)

FOR BIDS THAT EXPANDED, BY HOW MUCH?

HOW ARE BIDS GOVERNED?

422

Property and business owners citywide serve as BID board members.

Many more serve as committee members.



BIDs are shaping communities across LA



BIDs provide services above and beyond traditional government services

BIDs get people involved

BIDs are increasingly popular

BIDs vary tremendously in size and services

Most BIDs renew and some expand

